



WPTV

## ORDER

Print Date 09/26/12

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Flight Dates 09/27/12-10/02/12

Contract / Revision 312257 /

Original Date / Revision  
09/25/12 09/25/12

Advertiser West / Republican / Congress

Agency Strategic Media Services

Buying Contact

3299 K Street NW - Suite 200  
Washington, DC 20007Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Product

Allen West for Congress

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200  
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # Order # 75 - 60s

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Order Share 40% Market Value 120250

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	72150
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	14	\$18,105.00	\$21,300.00	0.00
October 2012	14	\$22,780.00	\$26,800.00	0.00
<b>Totals</b>	<b>28</b>	<b>\$40,885.00</b>	<b>\$48,100.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	14	\$18,105.00	\$21,300.00
10/01/12	10/02/12	14	\$22,780.00	\$26,800.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	WPTV	09/27/12	09/30/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	----1--	1:00	1	\$400.00	P-1	0.00 NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	----1--	1		\$400.00		0.00					
E 3	WPTV	09/27/12	09/30/12	M-F 530-6p M-F 530-6p	CM	530-6p	----1--	1:00	1	\$1,300.00	P-1	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	----1--	1		\$1,300.00		0.00					
E 6	WPTV	09/30/12	09/30/12		CM	4p-12a	-----1	1:00	1	\$7,000.00	P-1	0.00 NM	1	\$7,000.00



**WPTV**

Print Date: 09/26/12

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Contract / Revision    **312257**    Flight Dates **09/27/12-10/02/12**

Hiatus Dates

Original Date / Revision    09/25/12/    09/25/12

Order Sep    00:20:00

Advertiser    **West / Republican / Congre**    Product **Allen West for Congress**    Estimate #    **Order # 75 - 60s**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				NFL Game												
				NFL Game	(8:15 PM-11:30 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----1					1	\$7,000.00		0.00				
E 7	WPTV	09/27/12	09/30/12	M-F 1135p-1235a	CM	1135p-1235a	----1--	1:00	1	\$550.00	P-1	0.00	NM	1	\$550.00	
				M-F 1135p-1235a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----1--					1	\$550.00		0.00				
E 8	WPTV	09/27/12	09/28/12	M-F 5-6a	CM	5-6a	---1---	1:00	1	\$500.00	P-1	0.00	NM	1	\$500.00	
				M-F 5-6a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---1---					1	\$500.00		0.00				
E 12	WPTV	09/27/12	09/28/12	M-F 7-9a	CM	7-9a	----1--	1:00	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00	
				M-F 7-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----1--					1	\$1,500.00		0.00				
E 14	WPTV	09/27/12	09/30/12	M-F 5-530p	CM	5-530p	----1--	1:00	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00	
				M-F 5-530p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----1--					1	\$1,300.00		0.00				
E 16	WPTV	09/27/12	09/30/12	M-F 6-630p	CM	6-630p	---1---	1:00	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00	
				M-F 6-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---1---					1	\$1,800.00		0.00				
E 17	WPTV	09/27/12	09/30/12	M-F 11-1135p	CM	11-1135p	---1---	1:00	1	\$1,450.00	P-1	0.00	NM	1	\$1,450.00	
				M-F 11-1135p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---1---					1	\$1,450.00		0.00				
E 25	WPTV	09/27/12	09/30/12	M-F 9-10a	CM	9-10a	---1---	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00	
				M-F 9-10a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---1---					1	\$800.00		0.00				
E 26	WPTV	09/27/12	09/30/12	M-F 1-2p	CM	1-2p	----1--	1:00	1	\$400.00	P-1	0.00	NM	1	\$400.00	
				M-F 1-2p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----1--					1	\$400.00		0.00				
E 27	WPTV	09/27/12	09/30/12	M-F 2-3p	CM	2-3p	----1--	1:00	1	\$400.00	P-1	0.00	NM	1	\$400.00	
				M-F 2-3p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----1--					1	\$400.00		0.00				
E 28	WPTV	09/27/12	09/30/12	M-F 4p-5p	CM	4-5p	----1--	1:00	1	\$900.00	P-1	0.00	NM	1	\$900.00	
				M-F 4p-5p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----1--					1	\$900.00		0.00				
E 29	WPTV	09/27/12	09/30/12	M-F 630-7p	CM	630-7p	----1--	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00	
				NBC Nightly News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----1--					1	\$3,000.00		0.00				
E 31	WPTV	10/01/12	10/01/12	NBC Monday Prime	CM	8-11p	1-----	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00	
				The voice	(8:00 PM-10:00 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				



**WPTV**

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Contract / Revision    **312257**    Flight Dates **09/27/12-10/02/12**

Hiatus Dates

Original Date / Revision    09/25/12/    09/25/12

Order Sep    00:20:00

Advertiser    **West / Republican / Congre**    Product **Allen West for Congress**    Estimate #    **Order # 75 - 60s**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 31	WPTV	10/01/12	10/01/12	NBC Monday Prime The voice	CM	8-11p (8:00 PM-10:00 PM)	1-----	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$6,000.00		0.00			
E 33	WPTV	10/01/12	10/02/12	M-F 5-6a M-F 5-6a	CM	5-6a	1-----	1:00	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$700.00		0.00			
E 34	WPTV	10/01/12	10/02/12	M-F 7-9a M-F 7-9a	CM	7-9a	-1-----	1:00	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$1,900.00		0.00			
E 35	WPTV	10/01/12	10/02/12	M-F 9-10a M-F 9-10a	CM	9-10a	1-----	1:00	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$1,100.00		0.00			
E 36	WPTV	10/01/12	10/02/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	-1-----	1:00	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$850.00		0.00			
E 37	WPTV	10/01/12	10/02/12	M-F 1-2p M-F 1-2p	CM	1-2p	1-----	1:00	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$700.00		0.00			
E 38	WPTV	10/01/12	10/02/12	M-F 2-3p M-F 2-3p	CM	2-3p	1-----	1:00	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$600.00		0.00			
E 39	WPTV	10/01/12	10/02/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	1-----	1:00	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$1,200.00		0.00			
E 40	WPTV	10/01/12	10/02/12	M-F 5-530p M-F 5-530p	CM	5-530p	-1-----	1:00	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$1,900.00		0.00			
E 41	WPTV	10/01/12	10/02/12	M-F 530-6p M-F 530-6p	CM	530-6p	-1-----	1:00	1	\$1,900.00	P-1	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----					1	\$1,900.00		0.00			
E 42	WPTV	10/01/12	10/02/12	M-F 6-630p M-F 6-630p	CM	6-630p	1-----	1:00	1	\$2,650.00	P-1	0.00	NM	1	\$2,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$2,650.00		0.00			
E 43	WPTV	10/01/12	10/02/12	M-F 630-7p NBC Nightly News	CM	630-7p	1-----	1:00	1	\$4,300.00	P-1	0.00	NM	1	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$4,300.00		0.00			
E 45	WPTV	10/01/12	10/02/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-1-----	1:00	1	\$2,050.00	P-1	0.00	NM	1	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$2,050.00		0.00			



**WPTV**

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Contract / Revision    **312257**    Flight Dates **09/27/12-10/02/12**

Hiatus Dates

Original Date / Revision    09/25/12/    09/25/12

Order Sep    00:20:00

Advertiser    **West / Republican / Congre**    Product **Allen West for Congress**    Estimate #    **Order # 75 - 60s**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 45	WPTV	10/01/12	10/02/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	- 1 - - - - -	1:00	1	\$2,050.00	P-1	0.00	NM	1	\$2,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	- 1 - - - - -					1	\$2,050.00		0.00			
E 46	WPTV	10/01/12	10/02/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	1 - - - - -	1:00	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1 - - - - -					1	\$950.00		0.00			
Totals														28	\$48,100.00